WHAT IS CLAIMED IS:

- A portable image recording apparatus comprising:

 a coding unit which codes an input sound and image
 data relating to an image;
- a parameter setting unit which variably sets a frame rate and a bit rate of coding to be executed by the coding unit according to a type of contents of the image; and

a recording unit which records the coded data obtained by the coding unit into a small-sized recording medium.

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- 2. A portable image recording apparatus comprising:
- a coding unit which codes the input sound and image data relating to an image;
- a parameter setting unit which variably sets a frame

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 unit according to a size of the image; and

a recording unit which records the coded data obtained by the coding unit into a small-sized recording medium.

- 20 3. A portable image recording apparatus comprising: a coding unit which codes the input sound and image data relating to an image;
 - a parameter setting unit which variably sets a frame rate and a bit rate of coding to be executed by the coding unit according to a resolution of the image; and

a recording unit which records the coded data obtained by the coding unit into a small-sized recording medium.

4. A portable image recording apparatus comprising:

a coding unit which codes the input sound and image data relating to an image;

a parameter setting unit which variably sets a frame rate or an image quality of a frame of coding to be executed by the coding unit within a predetermined range of the frame rate or a predetermined range of the image quality of the frame respectively so that a current bit rate maintains a target bit rate during the coding; and

a recording unit which records the coded data obtained by the coding unit into a small-sized recording medium.

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5. A portable image recording apparatus comprising:

a coding unit which codes the input sound and image data relating to an image;

a database which previously stores therein optimal
ranges of a frame rate, a bit rate, and a frame image quality
of coding to be executed by the coding unit according to
a type, a size, and a resolution of the image;

a first parameter setting unit which selects a frame rate and a bit rate which are optimal for a selected image type, an image size, and an image resolution based on the

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contents of the database and setting the selected frame rate and the bit rate in the coding unit as initial values;

a second parameter setting unit which variably sets a frame rate or an image quality of a frame of coding to be executed by the coding unit within a predetermined range of the frame rate and a predetermined range of the frame image quality respectively so that a current bit rate maintains a target bit rate during coding; and

a recording unit which records the coded data obtained by the coding unit into a small-sized recording medium.

- 6. The portable image recording apparatus according to claim 5, wherein the second parameter setting unit sets the frame rate and the frame image quality for every one frame.
- 7. The portable image recording apparatus according to claim 5, wherein the contents are stored in the database based on an inspection by users.
- 20 8. The portable image recording apparatus according to claim 5, further comprising:

a decoding unit which reads and decodes the sound and image data stored in the small-sized recording medium; and

a reproduction unit which reproduces the decoded sound

25 and image data.